

Floating War Loans in Germany, in France and in England

THE second American Liberty Loan and the seventh German war loan were subscribed at almost exactly the same time. All American newspapers are announcing to-day the total subscriptions to the Liberty Loan, and last Sunday's papers contained a cable message giving the total of the German loan.

The energetic campaign carried on here to elicit subscriptions reached all classes of the people, and it was conducted in a style that was characteristically American. The writer of this article, who was in Germany when the first five war loans were raised there, has been continually struck with the difference between German and American methods of promoting these huge war flotations. The Germans operate so quietly that a superficial observer would hardly know that a loan was being raised; to find evidence of it he would have to read the newspapers or go into the offices of the banks.

And what he would find in the newspapers would differ considerably from what Americans have been reading during the loan campaign just closed. The Germans do not print from day to day the running totals of subscriptions, and no-

cartridges." The note of race hatred was also heard in these appeals, public and private. The famous evolutionist, Professor Haeckel, issued an appeal upon his own account, in which he said: "Down with England at any price."

Besides these appeals and newspaper advertisements, readers of the papers often got their morning paper with a handbill inclosed urging them to subscribe. But the chief work of the papers was in their editorial columns, and they kept their readers informed as to the methods of making subscriptions, the facilities offered by the savings banks and other banks. But the newspapers did not make use of cartoons or other pictorial appeals, for the simple reason that the daily press of Germany is so far behind the times that it has not yet learned to realize the value of political and other cartoons; all that is left to the illustrated weeklies.

Illustrated posters on the streets and elsewhere were also conspicuously absent in the German loan campaigns; nor were banners suspended across the streets to catch the eye of passersby and urge them to subscribe. Of course, parades were not held to promote the loans, because in Germany street parades for such purposes are wholly unknown.

Inside the banks placards advertising the loans were displayed. But the text of these were for the most part merely of an informative character; the patriotic motif was touched only moderately, and there was never what we would call a ringing appeal. The bank officials, however, did their part in soliciting subscriptions from their customers who came in to transact business, calling attention, too, to the easy terms on which payments could be effected through the bank. The savings banks in all cases suspended their requirements for giving notice at a certain period before-hand of the intended withdrawal of deposits, and customers were, in fact, encouraged to put their entire balance into the loans at once.

They Do Not Fix a Definite Sum: There Are No Quotas

None of the German loans was for any specific amount; the government announced that it would take all the money offered, and people were urged to give all they could. Hence there was no apportioning of given quotas to each town or province. There was thus little or no appeal to local patriotism; nobody was made to feel that it would be a shame for his town to fall behind its quota.

The writer had an experience last Sunday which certainly could not have been duplicated at any time in Germany since the war started. Last Sunday a member of the loan committee of the Jersey town in which his home is located called to solicit a subscription; but before his call was ended another member of the same committee came up the street from the opposite direction and rang the doorbell. The writer was duly impressed with this effectiveness in loan campaigning methods and surrendered at discretion. In Germany he never saw a member of a loan soliciting committee, for there were none to be seen in the whole empire.

Public meetings and public speechmaking to promote loans are also unknown in Germany. The only thing approaching a speechmaking campaign was carried on by the clergy; but this was far less effective than the work just done by the American clergy. Especially was there nothing like the concerted appeal for the Liberty Loan made to their congregations by New York

In Germany They Don't Advertise With Posters, Speeches and Parades; the French Rely on the Press; in England Methods Are Similar to Those Employed in America



Trafalgar Square, in London, during the Lord Mayor's War Loan speech. The subscription amounted to more than \$5,000,000,000.

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clergymen last Sunday. The writer recalls the fact that a number of German Catholic bishops issued circular appeals for the loans, to be read by priests to their congregations, and it is doubtless true that Protestant clergymen also made appeals from the pulpit, but the writer cannot recall that he heard anything of such action.

Such were the methods by which the Germans appealed to the people to subscribe for loans to fight the greatest war in their history. The methods strike the American mind as inadequate, and probably they would prove so with the American public; but in Germany they sufficed, not only in calling forth remarkably large total subscriptions, but in bringing up the numbers of individual subscribers to unheard-of totals. Thus, when the fourth German war loan was subscribed in March, 1916, not less than 5,279,645 individual subscriptions were offered, and of these more than 2,400,000 were for sums less than \$50. This shows that the German financial authorities succeeded to a remarkable degree in reaching the small subscribers. The writer recalls the fact that small folk, like servant girls, gardeners, teamsters and the like, took their petty hoards from the savings banks and invested them in war bonds.

In France the Methods Are Quite Different

Carrying the review of loan methods into France, it is perhaps best first of all to note that the methods adopted there are very little known in this country. The French financial authorities appear to have relied chiefly upon reaching the people through the press. Illustrated posters are also extensively employed, and these often give evidence of the artistic taste and capacity for which the French people are noted. These are displayed in many public places, like postoffices, hotels, railway stations, streetcars and, of course, in the banks especially. The most popular and effective of these posters represented a huge French gold coin being hurled against a German soldier, who is almost prostrated by the blow, while the French cock imprinted upon the coin thrusts its beak out to peck at him—an artistic embodiment of the fighting spirit of France.

It is reported also that pastoral letters from bishops were read in many dioceses during the last loan campaign, exhorting the faithful to subscribe. Some bishops opened subscription offices in their official residences or in other religious buildings. The government reached the broad masses of the people by taking subscriptions

through the postoffices, and not less than 600,000 persons subscribed through the postoffices for the loan of last autumn.

When inquiry is carried to England, and the question is put, How did England manage to raise its loans? one encounters for the first time methods and a spirit more nearly akin to the American. Here, too, full information is available as to how the thing was done. When the great loan of last February was about to close, the largest loan of history, with a total of \$4,700,000,000, a press dispatch from London contained this sentence: "To-day practically every employer held a meeting of his working staff and explained the loan, pointed out its necessity and offered to co-operate with them in their subscriptions." It was added that the Lord Mayor of London presided at a great meeting, and that

machinery was very simple. We have a very complete system of local government in this country, and I called the local authorities to help me. . . . I knew if I called upon the local authorities I should have agents in every portion of the country, even in the remotest village.

"Then I had the war savings committees, about a thousand of them, numbering fifty members each, which had been established in all parts of the country to encourage the small investor to lend his money to the state. I asked representatives of the local authorities and the war savings committees to meet me at a private conference at Westminster on the first day of the loan's issue. I then asked them to go back to their communities and raise the war loan."

"Having got the machinery, I tried to give it a suitable atmosphere in which to work. I took advice from those who knew best how to attract the public. I called in the aid of the press in a publicity campaign most carefully worked out and very far reaching. The newspapers responded splendidly. Within a week or two the whole country was talking

Letting 'Er Out



—From The New York Evening World

100,000 other meetings were held in the kingdom.

The fullest information, however, as to how this big English loan was floated came in the form of an interview which Bonar Law, the British Chancellor, gave to "The New York Sun." From this it appears that he had to meet and overcome a strong current of pessimism, just as was the case with the American Liberty Loan. Here is what Bonar Law said about that:

"Many bankers were exceedingly dubious, not to say pessimistic, when I told them I had decided on a little over 5 per cent. Some of the greatest financial experts came to see me and told me plainly that I was riding for a fall, so I had some reason for not being overconfident."

He went on to say that he gave the people plenty of time, knowing that the British people are slow to move.

Coming down to the methods adopted to make the loan go, the Chancellor said: "I organized individual effort. . . . The

Toward Suffrage

(From The Woman Citizen)

ITALIAN statesmen, having been asked to go a mile in granting new privileges to women, have gone twain. Minister Sacchi has recently introduced a bill to abolish marital authority—and the Parliamentary Commission has completed it, and added an article "intended to recognize women's right to exercise all liberal professions and be eligible for all posts of public employment except judicial functions, political rights, and the military defence of the state." The commission will demand, among other things, that qualified women lawyers be allowed to practice.

This movement has already received the support of a large number of deputies, who will present a resolution that if the government passes the marital authority abolition bill it may include the amendments put forward by the commission.

FRANCIS M. HUGO, Secretary of New York State, is a staunch supporter of votes for women.

He told the women of the New York State Woman Suffrage party, in a speech at a recent mass meeting in Albany, that

he learned woman's usefulness in civic affairs when he was Mayor of Watertown. "Woman's entrance into public life," he said, "cannot fail to have a wholesome effect."

"In France they saved the nation. In England and Canada they have shown such noble qualities as to win over the government to their cause. In Italy, their Red Cross work has been unsurpassed, while the now famous Russian 'Legion of Death' has held the whole world in awe and admiration. In this country the women have been found in the forefront of personal endeavor and sacrifice."

IN ENGLAND, according to "The London Morning Post," a new party, the "National Party," in process of coming into being, is being joined by large numbers of women. This party is to be, as its name implies, national in scope and character. So many women are identified with the new party, which is strong for firm and decided prosecution of the war, etc., that they will issue their own manifesto, addressed to women and signed by women, for which many prominent names have already been sent in.

about the loan, for the combination of local machinery and universal sentiment carried the country with it.

"Nobody could take up his paper without reading about it; nobody could go outdoors in any town or village without having the war loan thrust on his attention. The local committees were aided by thousands of bureaux established and staffed by voluntary workers ready to explain the financial terms to the most ignorant. House-to-house canvassing was carried out on an extensive scale. In many counties not a farmhouse or a hamlet was unvisited."

People With Open Purses Came From Far and Near

"We must have had between 50,000 and 100,000 active agents working day and night calling upon individual citizens to do what they could to help the country by lending money. The response was universal. People came from the most remote parts of the country, bringing stores of gold. A great deal of gold and silver was brought into the banks. Jewelry, medals and trinkets of all

kinds were brought in and offered. Extraordinary enthusiasm prevailed.

"Volunteer speakers did unheeded things. They addressed ten or twenty meetings every day, travelling miles to speak to groups of workers. Employers called their employees together and spoke to them sincerely, buying large blocks of stock, which were split up among men and women. The esprit de corps, the sentiment of national unity, was amazing."

Bonar Law further said that he was far from attributing the success of the loan to any group of people, and continued:

"I think it was due simply to the almost universal expression of the national will. If I were asked to give any one the credit for it, I would give it to the people themselves. All I did was to furnish the opportunity. It was the people that availed themselves of it. It was the individuals who lent the money that made the loan a success."

"It is impossible to say how many individuals participated, but it could not have been less than 8,000,000. That is one of the most satisfactory features of the loan's history."

A British War Loan Poster

—at 12 o'clock to-day
STOP
and ask yourself this question
Have I helped the War Loan?

HAVE you done everything in your power to make the Victory War Loan an overwhelming success? If you have, your conscience is clear.

IF you have not done everything in your power do so now at the Post Office, Bank, or through your Stock Broker. There is still time.

**YOUR COUNTRYMEN ARE GIVING THEIR LIVES
YOU ARE ONLY ASKED TO LEND YOUR MONEY**

To-morrow is the Last Day to invest in

THE WAR LOAN

—From The War Finance Primer, issued by the National Bank of Commerce, in New York

The Most Popular French War Loan Poster



L'Or Combat Pour La Victoire

—From The War Finance Primer, issued by the National Bank of Commerce, in New York

The New Selective Draft Act

PRESS comment since the draft law went into effect has from time to time indicated many points upon which the selective conscription act might well be improved. Probably most commented on and productive of the most complaint from drafted men was the failure of the law really to be selective, particularly in the case of men with dependents, workers in certain industries, and with regard to farm labor.

Partly to see that the family of the drafted man should not suffer, Congress passed the soldiers' and sailors' insurance act. But that law, in the view of the press, was only plain justice, draft or no draft. What was wanted was a real refinement of the conscription law that would take for service first those men in the community whose absence would least upset economic relations.

As a result Draft Marshal Crowder this week announced a new ruling classifying men eligible to service in their order of liability in the next draft in five groups, headed by single men without dependents.

Comment so far available on the new proposal, which has the approval of President Wilson, is wholly favorable. While "The New York Sun" says that the new ruling must await the action of Congress before it can be enforced, this journal thinks there is "every reason to anticipate that the fruit of this classification will be a more just, equitable and advantageous selection of men for service, materially lighter work for members of the exemption boards, and less criticism of the outcome of the process of drafting."

As for the registered man, says "The Evening Post," "he will feel that there is a new guarantee of exact justice in the statement that 'the man who can least be spared either as the head of a family or the head of a business necessary to the defence of the nation will be the last to go.'" Similarly The Tribune comments on the labor that will be saved the boards and the simplification of problems encountered in exemption, and believes that "it will conserve the war efficiency of the nation by sorting out in advance the men who, on economical grounds, ought to be the last to go, because of the character and number of the dependents they leave behind, and because of their usefulness in war industries."

But many more changes in the draft act would be made if many critics who have recently spoken were heeded. The age limit has been, perhaps, the most debated section of the conscription law, aside from that concerning the exemption of married men. Secretary Baker, for example, would draft men only between the ages of 19 and 26. Mr. Roosevelt favors registration of all from 19 to 31 as a permanent policy looking toward universal training. Elihu Root favors the registration of all men between 19 and 31, but no man

should be called to the colors before the age of 21. Perhaps most radical on this matter is Representative Kahn, of California, who would make the draft act apply to those who have attained the age of 18 since May 18, and would even register youths as young as 16 or 17, to become eligible for the army when they are 21.

Other changes in the draft law are suggested with the view of bettering the supply of labor in this country and in France. A proposal that received the attention of Secretary Baker called for the organization for service in France of a body of coal miners. National Army men would be permitted to volunteer, but it was expected that from among the 15,000 miners drafted a large force of workers could be recruited to dig coal in France, which needs such assistance very badly.

Again, Representative Madden, of Illinois, suggested the detaching of all skilled

mechanics in the National Army to war industries without their being discharged. Doctors, too, would be drafted, if another suggestion were to be followed.

This change was urged on two grounds. First, it was asserted that unless doctors were drafted those who did not volunteer would unjustly bear a certain sort of stigma when by staying at home they really were doing the best they could for the welfare of the nation. On the other hand, it was pointed out that unless regulation of the sending of doctors was brought about, some districts would be entirely without medical aid through the enlistment of younger or more patriotic practitioners. The most sweeping change proposed, however, was that recently broached in a Washington dispatch, which said that unless plenty of skilled labor was found in the next two months for necessary industries labor as a whole might be conscripted.

The Five Draft Classes, as Defined by Gen. Crowder

- CLASS I**
- 1—Single men without dependent relatives.
 - 2—Married man (or widower) with children, who habitually fails to support his family.
 - 3—Married man dependent on wife for support.
 - 4—Married man (or widower) with children, not usefully engaged, family supported by income independent of his labor.
 - 5—Men not included in any other description in this or other classes.
 - 6—Unskilled laborer.
- CLASS II**
- 1—Married man or father of motherless children, usefully engaged, but family has sufficient income apart from his daily labor to afford reasonably adequate support during his absence.
 - 2—Married man, no children; wife can support herself decently and without hardship.
 - 3—Skilled industrial laborers engaged in necessary industrial enterprises.
 - 4—Skilled farm laborers engaged in necessary agricultural enterprises.
- CLASS III**
- 1—Man with foster children dependent on daily labor for support.
 - 2—Man with aged, infirm or invalid parents or grandparents dependent on daily labor for support.
 - 3—Man with brothers or sisters incompetent to support themselves, dependent on daily labor for support.
 - 4—County or municipal officer.
 - 5—Firemen or policemen.
 - 6—Necessary artificers or workmen in arsenals, armories and navy yards.
 - 7—Necessary Custom House clerk.
 - 8—Persons necessary in transmission of mails.
 - 9—Necessary employees in service of United States.
 - 10—Highly specialized administrative experts.
 - 11—Technical or mechanical experts in industrial enterprise.
 - 12—Highly specialized agricultural expert in agricultural bureau of state or nation.
 - 13—Assistant or associate manager of necessary industrial enterprise.
 - 14—Assistant or associate manager of necessary agricultural enterprise.
- CLASS IV**
- 1—Married man with wife (and) or children (or widower with children) dependent on daily labor for support and no other reasonably adequate support available.
 - 2—Mariners in sea service of merchants or citizens in United States.
 - 3—Heads of necessary industrial enterprises.
 - 4—Heads of necessary agricultural enterprises.
- CLASS V**
- 1—Officers of states or of the United States.
 - 2—Regularly or duly ordained ministers.
 - 3—Students of divinity.
 - 4—Persons in military or naval service.
 - 5—Aliens.
 - 6—Alien enemies.
 - 7—Persons morally unfit.
 - 8—Persons physically, permanently or mentally unfit.
 - 9—Licensed pilots.